## **ORDER**

Orders Order / Rev: 716281 06335138 Alt Order #: OBAMA SCHED A Product Desc: WUSA 1844 Estimate: 09/25/12 - 10/01/12 Flight Dates: Primary AE: Aaron Ashe 09/24/12 / 09/24/12 Sales Office: Original Date / Rev: T-WAS Order Type: Political Sales Region: NAT Greer Margolis Mitchell/ Pol Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Billing Cycle: 3050 K St NW WEEKLY Washington, DC 20007 Agency Commission: 15% Advertiser Name: Obama/D/President A35+ New Business Thru: Demographic: **Product Codes:** PL-Presidential, Political, PL-Federal Order Separation: 00:15:00 Priority: P-2 Advertiser External ID: Agency External ID: Revenue Codes: AGY, GEN, POL

Totals

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/24/12	09/30/12	70	\$168,200.00	\$142,970.00
10/01/12	10/07/12	18	\$52,350.00	\$44,497.50

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	70	\$168,200.00	\$142,970.00	0.00
October 2012	18	\$52,350.00	\$44,497.50	0.00
Totals	88	\$220,550,00	\$187 467 50	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln         Ch         Start         End         Inventory Code         Break         Start/End Time         Days         Len         Spots         Rate         Pri         Rtg Type         Spots         Amount           E 1         WUSA         09/25/12         10/01/12         10-11a         CM         10-11a         MTWTF         :30         5         \$450.00 P-2         0.00 NM         5         \$2,250.00 NM           Start Date Veek:         End Date Veek O9/25/12         Weekdays Noon         Spots/Week         Rate Rating Rating NTWTF         :30         5         \$850.00 P-2         0.00 NM         5         \$4,250.00 NM           Start Date Veek:         End Date Veekdays O9/25/12         Weekdays MTWTF         Spots/Week Rate Rating NTWTF         Rating O.00         0.0
Let's Make a Deal
Start Date Week: 09/25/12         End Date 10/01/12         Weekdays MTWTF         Spots/Week 5 450.00         Rate 2 450.00         Rating 2 0.00           E 2 WUSA 09/25/12         10/01/12         Price Is Right The Price is Right Weekdays Weekdays Weekdays Week 09/25/12         CM 11a-12p MTWTF         30 5 \$850.00 P-2 0.00 NM         5 \$4,250.00 P-2 0.00 NM           Start Date Week 09/25/12         End Date MTWTF         Weekdays Week
Week:         09/25/12         10/01/12         MTWTF         5         \$450.00         0.00           E 2 WUSA 09/25/12 10/01/12 Price Is Right The Price is Right         CM 11a-12p         MTWTF         :30 5         \$850.00 P-2 0.00 NM         5         \$4,250.00 P-2 0.00 NM         5         \$4
E 2 WUSA 09/25/12 10/01/12 Price Is Right CM 11a-12p MTWTF :30 5 \$850.00 P-2 0.00 NM 5 \$4,250.00  The Price is Right  Start Date End Date Weekdays Spots/Week Rate Week: 09/25/12 10/01/12 MTWTF 5 \$850.00 0.00
The Price is Right <u>Start Date</u>
Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 09/25/12         10/01/12         MTWTF         5         \$850.00         0.00
Week: 09/25/12 10/01/12 MTWTF 5 \$850.00 0.00
1.00 M 0.0129/12 10.0 M 12
F 3 WUSA 09/25/12 10/01/12 9 News @ Noon CM 12-1230P MTWTF :30 5 \$700.00 P-2 0.00 NM 5 \$3.500.00
2 0 1.00.1 00,20.1 10.00 1 10.
9 News @ Noon
Start Date End Date Weekdays Spots/Week Rate Rating
Week: 09/25/12 10/01/12 MTWTF 5 \$700.00 0.00
E 4 WUSA 09/25/12 10/01/12 DT CM 9a-3p MTWTF :30 5 \$900.00 P-2 0.00 NM 5 \$4,500.00
Daytime (12:30 PM-3:00 PM)
Start Date End Date Weekdays Spots/Week Rate Rating
Week: 09/25/12 10/01/12 MTWTF 5 \$900.00 0.00
E 5 WUSA 09/30/12 09/30/12 CBS Sunday Morning CM 9-1030aS :30 1 \$2,500.00 P-2 0.00 NM 1 \$2,500.00
CBS Sunday Morning
Start Date End Date Weekdays Spots/Week Rate Rating
Week: 09/24/12 09/30/12S 1 \$2,500.00 0.00
E 6 WUSA 09/25/12 10/01/12 4-5p CM 4-5p MTWTF :30 5 \$750.00 P-2 0.00 NM 5 \$3,750.00
Dr. Phil
Start Date End Date Weekdays Spots/Week Rate Rating

Print Date: 09/24/12 15:10:16 Page 2 of 3

Order / Rev: 716281

Advertiser: Obama/D/President

06335138 Alt Order #:

OBAMA SCHED A Product Desc:

Flight Dates: 09/25/12 - 10/01/12 WUSA

Estimate: 1844

Ln Ch Sta	rt End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 6 WUSA 09/25	5/12 10/01/12	•	CM	4-5p	МГЖГБ	:30	5	\$750.00 P-2	0.00 NM	5	\$3,750.00
Start Date	e End Date	Dr. Phil Weekdays	Spots/Week	Rate	Rating						
Week: 09/25/12	10/01/12	MTWTF	5	\$750.00	0.00						
E 7 WUSA 09/28	5/12 10/01/12	6-7a 9 News @ 6 9News @ 6a	a CM	6-7a	MTWTF	:30	7	\$500.00 P-2	0.00 NM	7	\$3,500.00
Start Date Week: 09/25/12	End Date 10/01/12	Weekdays MTWTF	Spots/Week 7	Rate \$500.00	Rating 0.00						
E 8 WUSA 09/25	5/12 10/01/12	CBS This Morning	•	7-9a	MTWTF	:30	6	\$300.00 P-2	0.00 NM	6	\$1,800.00
Start Date Week: 09/25/12	End Date 10/01/12	Weekdays MTWTF	Spots/Week 6	Rate \$300.00	Rating 0.00						
E 9 WUSA 09/25	5/12 10/01/12	9 News @ 5p 9 News @ 5p	СМ	5-6p	MTWTF	:30	5	\$700.00 P-2	0.00 NM	5	\$3,500.00
Start Date Week: 09/25/12	End Date 10/01/12	Weekdays MTWTF	Spots/Week 5	Rate \$700.00	Rating 0.00						
E 10 WUSA 09/2	5/12 10/01/12	9 News @ 6p 9 News @ 6p	СМ	6-630p	МГЖТБ	:30	5	\$900.00 P-2	0.00 NM	5	\$4,500.00
Start Date Week: 09/25/12	End Date 10/01/12	Weekdays MTWTF	Spots/Week 5	Rate \$900.00	Rating 0.00						
E11 WUSA 09/25		9 News Tonight 7	р СМ	7-730p	МГЖТБ	:30	5	\$800.00 P-2	0.00 NM	5	\$4,000.00
Start Date Week: 09/25/12	End Date 10/01/12	Weekdays MTWTF	Spots/Week 5	Rate \$800.00	Rating 0.00						
E 12 WUSA 09/25		Letterman Late Night with D	CM	1135P-1237		:30	5	\$900.00 P-2	0.00 NM	5	\$4,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/25/12	10/01/12	MTWTF	5	\$900.00	0.00			<b>40.500.00.D.0</b>	0.00.104	_	<b>040 500 00</b>
E13 WUSA 09/2		9 News @ 11p 9 News @ 11p	СМ	M-Su 11-11	•	:30	5	\$2,500.00 P-2	0.00 NM	5	\$12,500.00
Start Date Week: 09/25/12	End Date 10/01/12	Weekdays MTWTFSS	Spots/Week 5	Rate \$2,500.00	Rating 0.00						
E14 WUSA 09/25	5/12 10/01/12	Entertainment To Entertainment To	•	730-8P	MTWTF	:30	5	\$1,800.00 P-2	0.00 NM	5	\$9,000.00
Start Date Week: 09/25/12	End Date 10/01/12	Weekdays MTWTF	Spots/Week 5	Rate \$1,800.00	Rating 0.00						
E15 WUSA 10/0	1/12 10/01/12	Mon Prime B 2 Broke Girsl/Mik	CM e & Molly	9-10P	M	:30	2\$	12,000.00 P-2	0.00 NM	2	\$24,000.00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays M	Spots/Week	Rate \$12,000.00	Rating 0.00						
E16 WUSA 10/0	1/12 10/01/12	Mon Prime C Hawaii Five-0	СМ	10-11P	M	:30	2	\$8,000.00 P-2	0.00 NM	2	\$16,000.00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays M	Spots/Week 2	Rate \$8,000.00	Rating 0.00						
E 17 WUSA 09/25	5/12 09/25/12	Tue Prime A NCIS	СМ	8-9P	- T	:30	2\$	14,000.00 P-2	0.00 NM	2	\$28,000.00
Start Date Week: 09/24/12	End Date 09/30/12	Weekdays - T	Spots/Week	Rate \$14,000.00	Rating 0.00						
E 18 WUSA 09/2	7/12 09/27/12	Thu Prime C PRS OF INTERE	CM	10-11P	T	:30	1	\$9,000.00 P-2	0.00 NM	1	\$9,000.00
Start Date Week: 09/24/12	End Date 09/30/12	Weekdays	Spots/Week	Rate \$9,000.00	Rating 0.00						
E19 WUSA 09/28		Fri Prime A UNDCVR BOSS	СМ	8-9P	F	:30	1	\$3,000.00 P-2	0.00 NM	1	\$3,000.00
Start Date Week: 09/24/12	End Date 09/30/12	Weekdays	Spots/Week 1	Rate \$3,000.00	Rating 0.00						
E 20 WUSA 09/29		Sat Prime B Crimetime Saturo	CM	9-10P	S-	:30	2	\$2,500.00 P-2	0.00 NM	2	\$5,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						

Print Date: 09/24/12 15:10:16 Page 3 of 3

**WUSA** 

Order / Rev: 716281

00000400

Obama/D/President

Alt Order #: 06335138

Week: 09/24/12

09/30/12

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Flight Dates:

Product Desc: OBAMA SCHED A

Advertiser:

09/25/12 - 10/01/12 Estimate: 1844

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount E 20 WUSA 09/29/12 09/29/12 Sat Prime B CM 9-10P :30 2 \$2,500.00 P-2 0.00 NM \$5,000.00 Crimetime Saturday Weekdays Rating Start Date **End Date** Spots/Week Rate Week: 09/24/12 09/30/12 ---S-2 \$2,500.00 0.00 E 21 WUSA 09/29/12 09/29/12 Sat Prime C 10-11P CM ---S-:30 2 \$2,500.00 P-2 0.00 NM 2 \$5,000.00 48 Hours Mystery End Date Weekdays Start Date Spots/Week Rating Rate Week: 09/24/12 ----S-2 \$2,500.00 09/30/12 0.00 E 22 WUSA 09/30/12 09/30/12 Sun Prime A 7-8P ----S CM :30 1 \$25,000.00 P-2 0.00 NM \$25,000.00 60 Minutes Weekdays Spots/Week Rating Start Date **End Date** Rate Week: 09/24/12 09/30/12 1\$25,000.00 0.00 E 23 WUSA 09/30/12 09/30/12 NFL Today CM NFL Today :30 1 \$2,000.00 P-2 0.00 NM \$2,000.00 **NFL Today** Start Date **End Date** Spots/Week Weekdays Rate Rating ----S Week: 09/24/12 09/30/12 \$2,000.00 0.00 E 24 WUSA 09/30/12 09/30/12 NFL Football Game #1 CM NFL Football Gam ----S :30 2\$16,000.00 P-2 0.00 NM \$32,000.00 NFL Football Game #1 (1:00 PM-4:00 PM) **End Date** Weekdays Spots/Week Rating Start Date Rate 09/30/12 ----S Week: 09/24/12 2\$16,000.00 0.00 E 25 WUSA 09/29/12 09/29/12 NCAA Football Pre-Gam@M NCAA Football Pre----S-:30 1 \$1,500.00 P-2 0.00 NM \$1,500.00 NCAA Football Pre-Game Weekdays Start Date **End Date** Spots/Week Rate Rating ----S-Week: 09/24/12 09/30/12 1 \$1,500.00 0.00 E 26 WUSA 09/29/12 09/29/12 NCAA Football Game #2CM ---S-:30 2 \$3,000.00 P-2 0.00 NM \$6,000.00 3-7p NCAA Football Game #2 (3:30 PM-7:00 PM) Start Date Weekdays Spots/Week Rating **End Date** Rate

\$3,000.00

0.00

Totals 88 \$220,550.00